

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Great American Media (GMMB)
1010 Wisconsin Avenue
Washington, DC 20007

<u>Contract / Revision</u> 488371 /		<u>Alt Order #</u> 06263913
<u>Product</u> DCCC		
<u>Contract Dates</u> 09/18/12 - 09/24/12		<u>Estimate #</u> 1503
<u>Advertiser</u> ISS DCCC		<u>Original Date / Revision</u> 09/19/12 / 09/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 10	KVVU	09/23/12	09/23/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	09/17/12-09/23/12	Fox News Sunday 8-9a	8-9a	-----Su	:30		\$175.00	NM		
		See MG 10.2										
	2	KVVU	09/23/12-09/23/12	FOX Soccer	Various	-----Su	:30		\$175.00	NM		
	Ⓜ MG for 10.1 09/23											
E 11	KVVU	09/19/12	09/24/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	M-WTF--				2	\$185.00			
E 12	KVVU	09/19/12	09/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	M-WTF--				4	\$1,325.00			
E 13	KVVU	09/19/12	09/24/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	M-WTF--				1	\$825.00			
E 14	KVVU	09/19/12	09/24/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	M-WTF--				3	\$550.00			
E 15	KVVU	09/19/12	09/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	M-WTF--				1	\$380.00			
E 16	KVVU	09/19/12	09/24/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	M-WTF--				3	\$550.00			
E 17	KVVU	09/19/12	09/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	M-WTF--				2	\$675.00			
E 18	KVVU	09/19/12	09/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	M-WTF--				2	\$625.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
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<u>Contract / Revision</u> 488371 /		<u>Alt Order #</u> 06263913
<u>Contract Dates</u> 09/18/12 - 09/24/12	<u>Product</u> DCCC	<u>Estimate #</u> 1503
<u>Advertiser</u> ISS DCCC		<u>Original Date / Revision</u> 09/19/12 / 09/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 19	KVVU	09/22/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$800.00			
E 20	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,075.00			
N 21	KVVU	09/23/12	09/23/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p		:30			NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$3,150.00			
N 22	KVVU	09/23/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	1	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$8,250.00			
N 23	KVVU	09/21/12	09/21/12	The Mob Doctor	Fri 9p-10p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$4,000.00			
N 24	KVVU	09/20/12	09/21/12	Anderson	3-4p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				2	\$300.00			
N 25	KVVU	09/20/12	09/21/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$2,000.00			
Totals											52	\$50,400.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	52	\$50,400.00	\$42,840.00
Totals	52	\$50,400.00	\$42,840.00

Signature: _____ **Date:** _____

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REP HEADLINE# 6263913 TRF# 488371 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP19/12 11.09
 ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***
 CHANGES

ADV # _____ ADV. NAME ISS/DCCC REP. # _____ OFF. # 762 SALESMAN # _____
 AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEULEMAN
 3050 K ST NW, SALES PRSN PH- TERESA DIFURIA
 WASHINGTON, DC 20007
 ORDER # _____ CONTRACT # 6263913 CLASS: NATL. LOCAL REGIONAL
 PRDCT DCCC EST#1503 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP18/12 SEP24/12 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP19/12 11.09

REP: TO ROSE
 FROM NIKKI
 OK'D M2 SEE LINE 27
 TOTAL SAME
 PLEASE CONFIRM THANKS

STA:
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 DEMOCRATIC CONGRESSIONAL CAMPAIGN

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
24	S		900P-1000P	30		\$4,000.00	9/21	9/21	0		FRI	0
PROGRAM : FRINGE												
27	A		900P-1000P	30		\$4,000.00	9/21	9/21	1		FRI	1
PROGRAM : MOB DOCTOR												
ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR SEP21 ON LINE-24 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1503
 AGENCY PRODUCT CODE = 14
 REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP19/12 11.09
 *** KVVU-TV ***
 REP HEADLINE# 6263913 TRF# 488371
 \$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:
 M2 OK'D BUY#24 MISSED: FRI/900P-1000P SEP21 30S \$4,000.00 (SEP19/12)
 OFFER: FRI/900P-1000P SEP21 30S \$4,000.00 PLS ADVISE.
 CMT: PRG CHG. PRE-BOOKED PLS APPROVE.

SEP/12 50400.00 CONTRACT TOTAL 50400.00
 TOTAL SPOTS 52

MARKET TOTALS \$1,060,735 KVVU 21% KSNV 28% KLAS 28% KTNV 14% KVMY 6% KVCW 2% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6263913 TRF# 488371 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP19/12 10.03
*** KVVU-TV ***

ADV # ADV. NAME ISS/DCCC REP.# OFF.# 762 SALESMAN #
AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEULEMAN
3050 K ST NW, SALES PRSN PH- TERESA DIFURIA
WASHINGTON, DC 20007

ORDER # CONTRACT # 6263913 CLASS: NATL. LOCAL REGIONAL
PRDCT DCCC EST#1503 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES SEP18/12 SEP24/12 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP19/12 10.03

REP: TO ROSE
FROM TERESA
ADDED LINES 22-26 TO ORDER. PLEASE NOTE THAT THESE \$\$\$ WERE MOVED FROM
HDLN 6263924 PER BUYERS REQUEST
REV TTL 50,400
PLEASE CONFIRM

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEMOCRATIC CONGRESSIONAL CAMPAIGN

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 11												
AGENCY PRODUCT CODE = 14												
22	A		900A-1000A	30		\$3,150.00	9/23	9/23	1		SUN	1
PROGRAM : NFL TODAY												
23	A		1000A-100P	30		\$8,250.00	9/23	9/23	1		SUN	1
PROGRAM : NFL EARLY GAME												
24	A		900P-1000P	30		\$4,000.00	9/21	9/21	1		FRI	1
PROGRAM : FRINGE												

Mo Doct

REP HEADLINE# 6263913 TRF# 488371
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$
 REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES SEP19/12 10.03
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
25	A		300P-400P	30		\$300.00	9/20	9/21	2		TH-F	2
PROGRAM : ANDERSON COOPER												
26	A		1100P-1135P	30		\$2,000.00	9/20	9/21	1		TH-F	1
PROGRAM : LN												
SEP/12	50400.00					CONTRACT TOTAL			50400.00			
										TOTAL SPOTS		52

MARKET TOTALS \$1,060,735													KVVU 21%	KSNV 28%	KLAS 28%	KTNV 14%	KVMY 6%	KVCW 2%	CABL 0%	
													KTUD 1%							
SVC- NSI																				
DEMOS- RA35+*																				
MOD CODE	A-ADD	B-BUY	TYPE	C-CANCELLED	DE-DELETE	E-EFF	DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM	NAME									
P-CLASS,PLAN,SECT	Q-PAID	PGM	R-RATE	S-SPOTS	PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE										